

LEO BURNETT U.S.A.

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If we borrow something of yours, it's ours.

VIRGINIA SLIMS
It's a woman
thing.



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8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**



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